



# USDA National Retail Report - Turkey

Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/01 thru 07/07.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jul 01, 2022

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK		LAST YEAR	
Feature Rate <sup>1/</sup>	20.7% of 29,200 outlets		12.7% of 29,200 outlets		22.0% of 29,200 outlets	
Special Rate <sup>4/</sup>	2.3%		2.2%		0.9%	
Activity Index <sup>2/</sup>	7,044		4,652		8,769	
3/	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen	1,094	1.33	164	2.03	93	2.41
Split, bone-in						
Fresh						
Rotisserie					44	4.99
Boneless, whole						
Cutlets	288	5.99	311	6.13	357	4.99
Cutlets, thin sliced	288	5.99	42	5.99		
Strips						
Tenders						
Marinated Tenders	288	5.33	127	5.99	62	5.99
Drumsticks	316	1.95	122	2.13	234	1.96
Thighs						
Wings	348	1.95	67	2.29	159	1.99
Necks	62	1.79				
Smoked Drumsticks			67	2.98		
Smoked Wings			67	2.98	43	1.99
Smoked Necks			67	2.98		
<b>GROUND TURKEY:</b>						
	2,049	3.97	771	4.11	6,679	3.48
Patties	88	4.90			596	3.96
Sausage	77	4.99	68	4.78	160	3.99
85% lean	1,185	3.13	197	3.39	2,342	3.08
93% lean	421	4.29	396	3.99	3,324	3.49
Breast	278	6.50	110	5.37	257	5.50
Rolls (frsh/frz 1 lb.)			135	3.30	141	2.30
<b>Specialty <sup>5/</sup></b>						
Patties	69	4.99	448	5.03	225	4.36
93-94% lean	2,000	5.02	1,828	4.93	428	4.70
Breast	242	6.75	436	6.80	304	5.62

Note: rolls & specialty not included in ground turkey total and weighted average.

Source: USDA Livestock, Poultry, & Grain Market News;

<http://www.ams.usda/market-news/livestock-poultry-grain> :

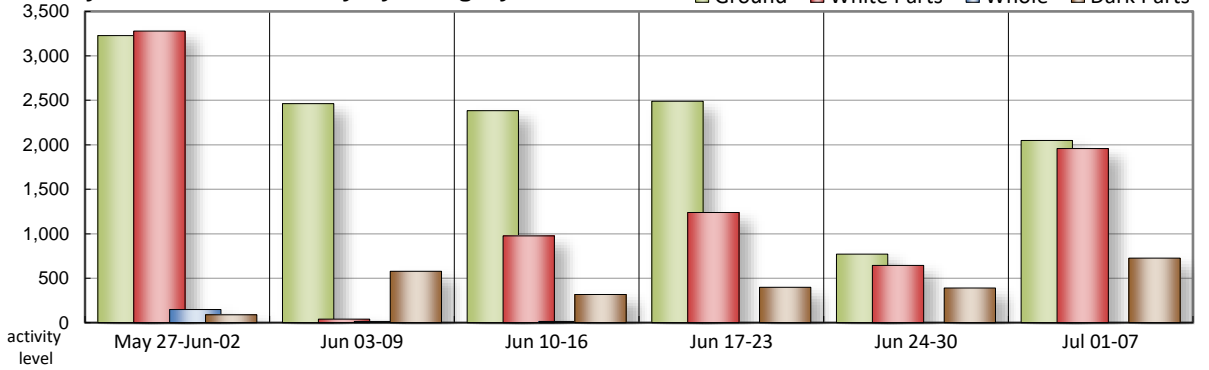
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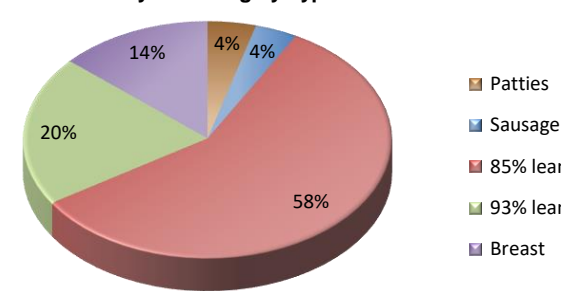
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Retailers' attention is focused on those items traditionally associated with the Independence Day holiday and an extended weekend for most. Feature activity gains a little momentum, primarily due to increased turkey promotions that are barbeque friendly. Bone-in breasts are a little easier to find in some regions, but not nationwide. Thin sliced cutlets and marinated tenders show a modest increase in offerings at steady to lower values. While dark part offers pertain to the fresh variety only, prices are lower. Grinds are more active with 85% lean gleaning the largest part of that circular space. Most ground items you will pay a little more for, the exception is conventional 85% lean, along with specialty patties and ground breast. There are fewer service and self-service deli offerings this ad cycle.

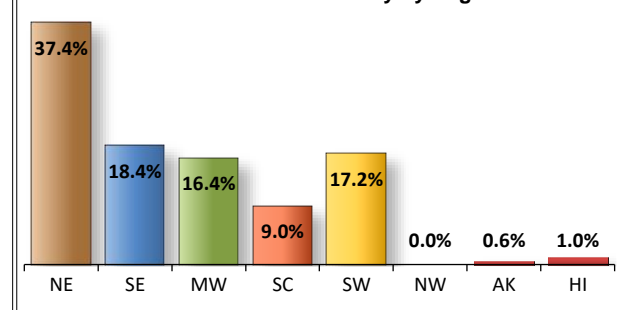
## Turkey Promotional Activity by Category



## Ground Turkey Featuring by Type



## Relative Feature Activity by Region



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/ Feature Rate:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/ Activity Index:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). **3/ Stores/Avg:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/ Special Rate:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). **5/ Specialty:** products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



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	NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)			MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)		
<b>Special Rate</b> <sup>4/</sup>	25.8% of 5,500 sampled outlets			22.6% of 7,400 sampled outlets			20.7% of 6,100 sampled outlets		
<b>Activity Index</b> <sup>2/</sup>	3.3% of stores w/ no-price promotions			0.4% of stores w/ no-price promotions			3.2% of stores w/ no-price promotions		
	<b>Activity Index = 2,709</b>			<b>Activity Index = 1,811</b>			<b>Activity Index = 1,080</b>		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	1.29	82	1.29	1.29	955	1.29	1.99	43	1.99
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets	5.99	288	5.99						
Cutlets, thin sliced	5.99	288	5.99						
Strips									
Tenders									
Marinated Tenders	5.33	288	5.33						
Drumsticks	1.79 - 1.99	228	1.94	1.99	44	1.99	1.99	44	1.99
Thighs									
Wings	1.79 - 1.99	304	1.95	1.99	44	1.99			
Necks	1.79	62	1.79						
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties				4.99	77	4.99			
Sausage				4.99	77	4.99			
85% lean	2.99	212	2.99				2.99 - 3.00	135	2.99
93% lean	3.99 - 5.99	421	4.29						
Breast (99-100% lean)	4.99 - 6.99	234	6.41	6.99	44	6.99			
Rolls (frsh/frz 1 lb.)									
<b>Specialty</b> <sup>3/</sup>									
Patties	4.99	69	4.99						
93-94% lean	4.61 - 5.49	78	5.34	4.99 - 5.49	547	4.99	4.99 - 5.49	825	5.01
Breast	6.99	155	6.99	4.50	23	4.50	5.99	33	5.99

Source: USDA Livestock, Poultry, & Grain Market News;

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<http://www.ams.usda/market-news/livestock-poultry-grain> :

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# USDA National Retail Report - Turkey

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(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

Fri. Jul 01, 2022

	SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)			SOUTHWEST U.S. (AZ,CA,NV,UT)			NORTHWEST U.S. (ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	14.0% of 4,900 sampled outlets			25.3% of 3,800 sampled outlets			0.0% of 1,300 sampled outlets		
Special Rate <sup>4/</sup>	2.4% of stores w/ no-price promotions			3.7% of stores w/ no-price promotions			0.0% of stores w/ no-price promotions		
Activity Index <sup>2/</sup>	Activity Index = 595			Activity Index = 818			Activity Index = 0		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen	2.19	14	2.19						
Split, bone-in									
Fresh									
Rotisserie									
Boneless, whole									
Cutlets									
Cutlets, thin sliced									
Strips									
Tenders									
Marinated Tenders									
Drumsticks									
Thighs									
Wings									
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties									
Sausage									
85% lean				2.99 - 3.99	818	3.15			
93% lean									
Breast (99-100% lean)									
Rolls (frsh/frz 1 lb.)									
<b>Specialty <sup>3/</sup></b>									
Patties									
93-94% lean	4.99 - 5.49	550	5.01						
Breast	7.99	31	7.99						



(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

	ALASKA (AK)			HAWAII (HI)		
<b>Feature Rate</b> <sup>1/</sup>	<b>15.0% of 100 sampled outlets</b>			<b>19.0% of 100 sampled outlets</b>		
<b>Special Rate</b> <sup>4/</sup>	<b>4.0% of stores w/ no-price promotions</b>			<b>0.0% of stores w/ no-price promotions</b>		
<b>Activity Index</b> <sup>2/</sup>	<b>Activity Index = 11</b>			<b>Activity Index = 20</b>		
	Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg	
<b>WHOLE BIRDS:</b>						
Fresh - Hens						
" - Toms						
Frozen - Hens						
" - Toms						
<b>PARTS:</b>						
Breast:						
Bone-in, whole						
Fresh						
Frozen						
Split, bone-in						
Fresh						
Rotisserie						
Boneless, whole						
Cutlets						
Cutlets, thin sliced						
Strips						
Tenders						
Marinated Tenders						
Drumsticks						
Thighs						
Wings						
Necks						
Smoked Drumsticks						
Smoked Wings						
Smoked Necks						
<b>GROUND TURKEY:</b>						
Patties	4.25	11	4.25			
Sausage						
85% lean				4.33	20	4.33
93% lean						
Breast (99-100% lean)						
Rolls (frsh/frz 1 lb.)						
<b>Specialty</b> <sup>3/</sup>						
Patties						
93-94% lean						
Breast						



# USDA National Retail Report - Turkey

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 07/01 thru 07/07.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

Fri. Jul 01, 2022

	NATIONAL SUMMARY					
	This Week		Last Week		Last Year	
Feature Rate <sup>1/</sup>	28.4% of 29,200 stores		40.6% of 29,200 stores		61.3% of 29,200 stores	
Activity Index 2/	17,273		21,158		33,913	
	Stores	Wtd Avg	Stores	Wtd Avg	Stores	Wtd Avg
<b>SERVICE DELI - Turkey</b>						
<b>Category 1</b>						
Processor Brand	3,286	10.17	1,595	9.28	6,240	9.43
Private Brand	1,889	8.82	3,388	9.23	3,399	8.07
<b>Category 2</b>						
Processor Brand	208	6.93	529	6.85	1,308	6.24
Private Brand	256	6.95	1,154	7.29	788	6.18
<b>Category 3</b>						
Processor Brand			60	3.99	60	4.49
Private Brand	166	3.95	170	3.94	191	4.92
<b>Turkey Ham</b>						
Processor Brand	139	4.92	288	4.53	168	4.47
Private Brand	126	3.94	110	3.93	144	3.87
<b>Turkey Pastrami</b>						
Processor Brand	131	4.99	298	5.47		
Private Brand					62	3.99
<b>SERVICE DELI - Chicken</b>						
<b>Category 1</b>						
Processor Brand	966	10.55	2,005	10.57	1,461	8.97
Private Brand	2,695	8.95	2,732	8.95	434	8.61
<b>Category 2</b>						
Processor Brand	107	8.99			177	6.78
Private Brand	43	5.99	116	5.88	504	6.39
<b>SELF-SERVICE DELI</b>						
(dollars per tub or pouch)						
<b>Turkey 7-10 oz</b>						
Processor Brand	3,145	4.28	3,541	4.02	6,486	3.51
Private Brand			682	3.50	39	2.50
<b>Turkey 16 oz</b>						
Processor Brand	971	5.85	979	6.31	5,704	4.99
Private Brand					239	4.49
<b>Chicken 7-10 oz</b>						
Processor Brand	3,145	4.28	3,511	4.03	6,470	3.51
Private Brand					39	2.50

NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)			SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)		
48.8% of 5,500 sampled outlets			13.0% of 7,400 sampled outlets		
Activity Index = 5,784			Activity Index = 1,224		
Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
7.99 - 11.99	760	8.88	8.99 - 10.99	476	10.92
8.98 - 10.49	845	9.11	6.99 - 7.99	203	7.58
6.99	127	6.99			
6.98 - 6.99	202	6.99			
4.99	131	4.99			
9.00 - 12.49	584	10.82			
7.98 - 9.99	567	8.68	7.99	11	7.99
3.98 - 5.00	1,140	4.11	3.50 - 5.00	252	4.39
5.99	288	5.99	5.99	30	5.99
3.98 - 5.00	1,140	4.11	3.50 - 5.00	252	4.39

AS we head into the Memorial Day we

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

Source: USDA Livestock, Poultry, & Grain Market News;

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(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)			SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)			SOUTHWEST U.S. (CA,HI,NV)			NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)		
Feature Rate <sup>1/</sup>	26.2% of 6,100 sampled outlets			31.9% of 4,900 sampled outlets			37.7% of 3,800 sampled outlets			2.8% of 1,300 sampled outlets		
Activity Index <sup>2/</sup>	Activity Index = 3,011			Activity Index = 4,725			Activity Index = 2,434			Activity Index = 37		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>SERVICE DELI - Turkey</b>												
<b>Category 1</b>												
Processor Brand	7.99 - 9.99	190 9.11		7.99 - 10.99	729 10.35		9.99 - 11.99	1,094 10.82		9.97 - 10.49	37 10.27	
Private Brand	7.89 - 9.49	827 8.81					9.99	14 9.99				
<b>Category 2</b>												
Processor Brand	6.99	68 6.99					5.99	13 5.99				
Private Brand	5.99 - 6.99	54 6.80										
<b>Category 3</b>												
Processor Brand												
Private Brand	2.99 - 4.99	99 3.45		4.69	67 4.69							
<b>Turkey Ham</b>												
Processor Brand							4.29 - 5.49	139 4.92				
Private Brand	3.99	43 3.99		3.89 - 3.98	83 3.91							
<b>Turkey Pastrami</b>												
Processor Brand												
Private Brand												
<b>SERVICE DELI - Chicken</b>												
<b>Category 1</b>												
Processor Brand	9.99 - 12.99	174 10.52		8.99 - 11.99	54 11.32		7.99 - 15.99	154 9.29				
Private Brand	7.89 - 11.99	23 9.85		8.99 - 9.99	2,094 9.02							
<b>Category 2</b>												
Processor Brand				8.99	107 8.99							
Private Brand	5.99	43 5.99										
<b>SELF-SERVICE DELI</b>												
(dollars per tub or pouch)												
<b>Turkey 7-10 oz</b>												
Processor Brand	2.50 - 4.99	745 4.21		3.49 - 4.99	780 4.41		4.39 - 4.99	199 4.89				
Private Brand												
<b>Turkey 16 oz</b>												
Processor Brand				3.99 - 4.50	31 4.27		4.99 - 7.49	622 5.86				
Private Brand												
<b>Chicken 7-10 oz</b>												
Processor Brand	2.50 - 4.99	745 4.21		3.49 - 4.99	780 4.41		4.39 - 4.99	199 4.89				
Private Brand												

Weekend, retailers' attention is focus on those items accoiated with outdoor cookouts, along with gatherings of family and friends. Turkey feature activity increases. Whole birds ba

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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	ALASKA (AK)			HAWAII (HI)				
Feature Rate <sup>1/</sup>	2.0% of 100 sampled outlets			21.9% of 100 sampled outlets				
Activity Index 2/	Activity Index = 4			Activity Index = 54				
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg			
<b>SERVICE DELI - Turkey</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>Category 3</b>								
Processor Brand								
Private Brand								
<b>Turkey Ham</b>								
Processor Brand								
Private Brand								
<b>Turkey Pastrami</b>								
Processor Brand								
Private Brand								
<b>SERVICE DELI - Chicken</b>								
<b>Category 1</b>								
Processor Brand								
Private Brand								
<b>Category 2</b>								
Processor Brand								
Private Brand								
<b>SELF-SERVICE DELI</b> (dollars per tub or pouch)								
<b>Turkey 7-10 oz</b>								
Processor Brand	5.49	2 5.49		3.99	27 3.99			
Private Brand								
<b>Turkey 16 oz</b>								
Processor Brand								
Private Brand								
<b>Chicken 7-10 oz</b>								
Processor Brand	5.49	2 5.49		3.99	27 3.99			
Private Brand								

go noticed. Frozen bone-in breasts are a little easier to find if you have plans for firing up that smoker. Cutlets make a reappearance. Marinated tender offers show a substantial i

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)

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